

Claims

1. A method of providing a service for user equipment of a cellular telecommunication system, the service being transmitted over a radio interface of a cellular telecommunication system, the user equipment comprising a user terminal for communicating in the cellular telecommunication system and a media receiver for receiving a media stream provided by a radio broadcast system, the method characterized by
- transmitting (302) associating data for associating a media stream with a service;
- receiving (304), in the user equipment, the associating data; and
- configuring (316) a system comprising the cellular telecommunication system and the broadcast system to provide the user equipment with the service associated with the media stream by using the associating data.
2. The method according to any of the preceding claims, characterized by
- storing (306) automatically at least a portion of the associating data in the user equipment; and
- configuring (316) the system by using the at least a portion of the associating data.
3. The method according to any of the preceding claims, characterized by
- providing (320) the user equipment with the service using the associating data.
4. The method according to any of the preceding claims, characterized by configuring (318) the media receiver to receive a media stream associated with the service.
5. The method of claim 4, characterized by receiving (322) the media stream.
6. The method according to any of the preceding claims, characterized by transmitting (302) the associating data for associating a media stream with a service synchronized with the media stream.
7. The method according to any of the preceding claims, characterized by transmitting (302) associating data including at least one of the following:
- a service identification
 - a radio service address

- a radio broadcaster identification number
- a programme identification number
- a traffic announcement identification number
- a traffic programme identification number
- 5 - a programme item number
- an emergency warning message
- a music/speech indicator
- a radio frequency utilized by a media stream
- a programme service name
- 10 - a programme type identification number
- a country code
- location information

8. The method according to any of the preceding claims, c h a r -
a c t e r i z e d by transmitting (314) at least a portion of the associating data
15 from the user equipment to a server providing the service for user equipment;
and

configuring (316) the server to provide the user equipment with the
service by using the at least a portion of the associating data.

9. The method according to any of the preceding claims, c h a r -
20 a c t e r i z e d by

requesting (406) for configuration parameters for configuring the
user equipment to access the service, by using at least a portion of the associ-
ating data;

25 returning (408) the configuration parameters; and
configuring (410) the user equipment with the configuration parame-
ters.

10. The method of claim 9, c h a r a c t e r i z e d by returning (408)
configuration parameters including at least one of the following:

- a service identification
- 30 - a radio service address
- a radio broadcaster identification number
- a programme identification number
- a traffic announcement identification number
- a traffic programme identification number
- 35 - a programme item number
- an emergency warning message

- a music/speech indicator
 - a radio frequency utilized by a media stream
 - a programme service name
 - a programme type identification number
 - 5 - a country code
 - location information
11. The method according to any of the preceding claims, c h a r -
a c t e r i z e d by
displaying (310) at least a portion of the associating data to the
10 user;
selecting (312) an item from the at least a portion of the associating
data by the user; and
configuring (316) the system by using the item.
12. The method according to any of the preceding claims, c h a r -
15 a c t e r i z e d by
transmitting (302) at least a portion of the associating data using the
broadcast system; and
receiving (304) at least a portion of the associating data using the
media receiver.
- 20 13. The method according to any of the preceding claims, c h a r -
a c t e r i z e d by
transmitting (302) at least a portion of the associating data using the
cellular telecommunication system.
14. The method of claims 1-12, c h a r a c t e r i z e d by encoding
25 (502) at least a portion of the associating data into the media stream; and
decoding (508), in the user equipment, the at least a portion of the
associating data from the media stream.
15. The method of any of the preceding claims, c h a r a c t e r -
i z e d by exchanging (308) associating data between the media receiver and
30 the user terminal.
16. A system of providing a service for user equipment, comprising:
a communication network (200) of a cellular telecommunication sys-
tem for providing the user equipment (202) with mobile services;
a broadcast system (204) for providing the user equipment (202)
35 with a media stream (216);

a user terminal (206), in the user equipment (202), for communicating in the cellular telecommunication system; and

a media receiver (208), in the user equipment (208), for receiving the media stream (216),

5 c h a r a c t e r i z e d in that the system further comprises

a server (210) connected to the communication network (200) for providing the user equipment (202) with service (218) associated with the media stream (216) by using the radio interface of the cellular telecommunication system;

10 an associating data source (212) for providing the user equipment (202) with associating data for associating the media stream (216) with the service (218);

the user equipment (202) is configured to receive at least a portion of the associating data; and the system further comprises

15 configuring means (214) operationally connected to the user equipment (202) and the server (210) for configuring the system to provide the user equipment (202) with the service (218) associated with the media stream (216) by using the associating data.

20 17. The system according claim 16, c h a r a c t e r i z e d in that the user equipment (202) is configured to store automatically at least a portion of the associating data; and

the configuring means (214) are arranged to configure the system by using the portion of the associating data.

25 18. The system according to any of the preceding claims 16-17, c h a r a c t e r i z e d in that the server (210) is arranged to provide the user equipment (202) with the service using the associating data.

19. The system according to any of the preceding claims 16-18, c h a r a c t e r i z e d in that the media receiver (208) is arranged to receive the media stream (216) associated with the service (218).

30 20. The system according to any of the preceding claims 16-19, c h a r a c t e r i z e d in that the system comprises a synchronizer (122) connected to the server (210) and the broadcast system (204) for synchronizing the service (218) with the media stream (216); and

the associating data source (212) is arranged to provide the associating data for associating the media stream (216) with a service (218) synchronized with the media stream (216).

21. The system according to any of the preceding claims 16-20, characterized in that the associating data source (212) is arranged to provide associating data including at least one of the following:

- a service identification
- 5 - a radio service address
- a radio broadcaster identification number
- a programme identification number
- a traffic announcement identification number
- a traffic programme identification number
- 10 - a programme item number
- an emergency warning message
- a music/speech indicator
- a radio frequency utilized by a media stream
- a programme service name
- 15 - a programme type identification number
- a country code
- location information

22. The system according to any of the preceding claims 16-21, characterized in that the user terminal (206) is arranged to transmit at least a portion of the associating data to the server (218); and

the server (218) is arranged to provide the user equipment (202) with the service by using the at least a portion of the associating data.

23. The system according to any of the preceding claims 16-22, characterized in that the user terminal (206) is arranged to request for configuration parameters for configuring the user equipment (206) to access the service (218), by using at least a portion of the associating data;

the server (218) is arranged to return the configuration parameters; and

the configuring means (214) are arranged to configure the user equipment (202) with the configuration parameters.

24. The system according to claim 23, characterized in that the server (218) is arranged to return configuration parameters including at least one of the following:

- a service identification
- 35 - a radio service address
- a radio broadcaster identification number

- a programme identification number
- a traffic announcement identification number
- a traffic programme identification number
- a programme item number
- 5 - an emergency warning message
- a music/speech indicator
- a radio frequency utilized by a media stream
- a programme service name
- a programme type identification number
- 10 - a country code
- location information

25. The system according to any of the preceding claims 16-24, characterized in that the user equipment (202) is arranged to display at least a portion of the associating data to the user;

- 15 the user equipment (202) is arranged to register a selection of an item from the at least a portion of the associating data; and
 the configuring means (214) are arranged to configure the system by using the item.

26. The system according to any of the preceding claims 16-25, characterized in that
 20 the associating data source (212) is connected to the broadcast system (204);

- the broadcast system (204) is arranged to transmit at least a portion of the associating data; and
 25 the media receiver (208) is arranged to receive the at least a portion of the associating data.

27. The system according to any of the preceding claims 16-26, characterized in that the associating data source (212) is connected to the communication network (200);

- 30 the communication network (200) is arranged to transmit at least a portion of the associating data; and
 the user terminal (206) is arranged to receive the at least a portion of the associating data.

28. The system according to any of the preceding claims 16-27,
 35 characterized in that the system comprises an encoder (224) con-

nected to the broadcast system (204) for encoding at least a portion of the associating data into the media stream (216); and

the user equipment (202) comprises a decoder (226) connected to the media receiver (208) for decoding the at least a portion of the associating
5 data from the media stream (216).

29. The system according to any of the preceding claims 16-28, characterized in that the user equipment (202) is arranged to exchange associating data between the user terminal (206) and the media receiver (208).